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The Federal Ins. Co. of America Inc. as a Stock Co. by New Jersey M. BRUCE CARPENTER, Mgr. For Nebraska and South Dakota, 119-22 City Nat'l Bldg., Omaha.

Northwestern Mutual Life Insurance Company
OF MILWAUKEE

MANN & JUNOD
General Agents
538-544 Brandeis Building,
OMAHA

Equitable Life Assurance Society of the U. S.
Assets over \$500,000,000. Paid Policy holders over \$815,000,000.

H. D. NEELY & CO., Managers
H. D. NEELY JOE KLEIN E. H. PICKARD
Merchants Nat'l Bank Bldg.

Obey That Impulse!
Not the man who INTENDED but the man who INSURED left provision for his family.

G. W. NOBLE,
General Agent.
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Special Agent.
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OFFICES:
608-645 Brandeis Bldg. Omaha.

THE Union Central Life Ins. Co.
OF CINCINNATI, OHIO

HARRY O. STEEL
General Agent.
311-313 Range Bldg. Phone D 2165

ORGANIZED 1860.
THE GERMANIA LIFE INSURANCE COMPANY
OF NEW YORK.

Clarence N. Anderson, Mgr.
FOR NEBRASKA AND SOUTH DAKOTA
430 Bee Building — OMAHA, NEB.

"STATE MUTUAL"
OF WORCESTER, MASS.
ONE OF THE OLDEST—63 YEARS
—and Best Companies on Earth.

W. H. INDOE
General Agent
652 Bee Building, OMAHA

ORGANIZED 1845.
The Mutual Benefit Life Insurance Company
OF NEWARK, NEW JERSEY

GEO. T. BLANDFORD,
General Agent.
415-16 City National Bank Bldg. Omaha, Nebraska.

Rapid Growth is Best Evidence of Merit
A summary of the business of the year 1912 gives evidence of continued prosperous growth of

The Bankers Reserve Life Company
OF OMAHA

Insurance in force, \$30,000,033.20.
Assets, \$3,028,840.00.
Surplus, \$774,487.00.
Ask for particulars.

Hansom H. Robinson, Pres.
Ray C. Wagner, Sec'y.

R. L. Robinson, Vice Pres.
W. G. Preston, Treas.

ROGET FOR OMAHA
The Columbia Fire Underwriters
OF OMAHA
Home Offices—Entire Third Floor Merchants National Bank Building.
Phone Douglas 451.

C. O. Talmage, Manager. M. E. Lopez, Assistant Manager.

Prominent Omaha Insurance Men



Harry S. Byrne, originator of the well known slogan, "See Byrne before you burn."

The familiar faces of Omaha's leading insurance men will be shown in the above space from time to time.

Notes from the Insurance Field

MILLIONS IN FIRE LOSSES

Record for 1912 Slightly Under Two Preceding Years.

BLAZES WIDELY DISTRIBUTED

Incendiarism Very Pronounced in the Totals—Instructive Comparative Showing for Three Last Years

The losses by fire in the United States and Canada during the twelve months ended December 31, 1912, as compiled from the carefully kept records of the New York Journal of Commerce and Commercial Bulletin, aggregate somewhat less than was recorded against the two preceding years. The figures for 1912 are \$225,330,900, as compared with \$234,337,250 charged against 1911 and \$234,470,630 recorded in 1910. The losses during the first two months of the year just closed were particularly heavy, aggregating \$54,354,500. This was in a measure due to the severe climatic conditions and the prevalence of high winds. During the balance of the year the losses were moderate by comparison, but it was noticeable that a relatively larger proportion of improved and insured property was destroyed than was the case in the preceding years.

The five losses during 1912 were widely distributed throughout the country, no section suffering to any exceptional degree, says the Journal. There were during the year no large general fires which could be classed as conflagrations, but in a number of instances there were serious group fires due to the inability of the protective departments to hold the fire within the premises in which it originated. The largest fires during the year 1912 were those at Houston, Tex., which destroyed a number of cotton compresses and other property, causing an estimated loss of \$4,500,000, and the fire in this city which destroyed the Equitable Life Assurance society's building with a loss of \$1,000,000. The latter fire, however, did not involve much insurance. It was nevertheless a noticeable fact that during 1912 there appeared to be a relatively greater proportion of insured property burned than in former years.

The effect of the general business conditions was not noticeable in the fire losses to any extent, but incendiarism appeared to be very pronounced. This, however, may be due to increased efforts on the part of the authorities to learn the causes of fires. The fire prevention movement during 1912 has received a great impetus in many states, and the general public at last appears to be awakening to the necessity of action on its part to secure a reduction of the annual drain on the country's resources by the destruction of vast values by fire each year.

The record of fire losses by months during 1912 affords an interesting comparison with the monthly losses of 1910 and 1911. It will be noted that during the two preceding years, contrary to the normal conditions, the losses during the summer months have been extremely heavy, reflecting the severe climatic conditions, whereas in 1912 the severe cold of the first two months produced the heaviest losses. The following table gives the losses by months during 1910, 1911 and 1912:

	1910	1911	1912
January	\$1,775,000	\$1,922,500	\$2,463,150
February	\$1,489,250	\$1,415,000	\$2,400,620
March	\$1,486,250	\$1,269,800	\$1,650,800
April	\$1,691,800	\$1,470,650	\$1,849,400
May	\$1,825,300	\$1,455,900	\$1,710,150
June	\$1,183,600	\$2,091,550	\$1,105,400
July	\$2,847,900	\$2,201,150	\$1,219,100
August	\$1,550,150	\$1,663,250	\$1,138,800
September	\$1,748,000	\$1,333,250	\$1,770,900
October	\$7,183,200	\$1,945,000	\$1,461,650
November	\$6,697,000	\$1,680,000	\$1,172,300
December	\$1,328,000	\$2,722,550	\$1,987,000
Total for yr.	\$24,470,630	\$234,337,250	\$225,330,900

CUTTING AN ACCIDENT MELON

Insurance Stockholders Get Slices of the Juicy Red Core.

"Melon cutting" is not a common habit among insurance companies, at least not common enough to attract public attention. Now and then a company slices a juicy, red, ripe core, and the very richness of it commands a place on the front page of home papers.

The Travelers of Hartford sits at the head of the new year table, wielding the knife. The company is going to double stock and sell the new shares at par to holders of record. "That is a simple statement," says the Boston Transcript. "Par is \$100 and the difference between that and the market or selling price, divided by the number of shares concerned, represents the value of the 'right,' or 'melon.' Travelers insurance stock rose from \$1.00 to about \$1.30 from late summer to late December. The privilege of paying \$100 for a new share of such a stock constitutes a record of good treatment. Taking the \$1.30 quotation as a basis, the proposition works out that two shares figure at \$1.30, or \$600 apiece.

"The reason for increase of capital is the best in the world—increased business, and stockholders are the ones to put in the funds for enlarging their company's operations. It is not to be supposed that the double capital at once will have the full value of the 25,000 present shares, but with some ten millions surplus, or \$400 per share, the prospects of earning abilities and dividend probabilities are rosy enough. The company has been generous to shareholders in past years and after each favor the shares speedily have rallied."

CHICAGO INSURANCE LOSSES HEAVIER THAN YEAR AGO

It is already certain that the paid fire insurance losses in Chicago will be materially heavier for 1912 than for the preceding year. For the first eleven months of 1912 the total exceeds the twelve months of 1911, and December is usually a month of bad losses. The total losses actually paid in Chicago for the first eleven months of 1912, as reported to the fire insurance patrol, is \$1,348,501.

Kentucky Agencies Show Cut in Rates Will Be Excessive

Under a new law in Kentucky creating a state insurance rating board, a radical reduction in rates is now under consideration by the new official vested with the power. Last week representatives of the companies affected filed a protest against the proposed reduction and presented statistics to show that the reduction was excessive and unjustifiable.

In addition to the figures submitted and the argument accompanying them against a reduction in rates, the committee submitted a petition from the Springfield Fire and Marine, asking that the rate reduction ordered be vacated, or if that could not be done, that an extension of time be given from the date set at which the reduction was to go into effect on November 1, for further investigation by the board. The Springfield was selected because its experience on dwellings for the last five years showed a loss ratio of 55.8 per cent, while the average loss ratio of all the companies on the class was 55.1 per cent. In consequence it was taken as representing the average experience of the companies, while in addition its classification of dwellings is unusually complete and accurate.

In addition to the figures given on farm risks and dwellings, the Springfield submitted its experience on all classes of business in Kentucky during the last five years, showing a loss ratio of 94.2 per cent and an expense ratio of 35 per cent, indicating that the business for the period had been done at a loss and that, therefore, it was not possible to stand any reduction on the business as a whole, and still less on the classes which are generally regarded as the most profitable. A similar petition was also presented from all the companies represented, asking for the same vacation of the order or extension of time as was asked for by the Springfield. The arguments submitted, in addition to quoting the statistics and drawing the inferences therefrom, also raised legal and constitutional points.

The companies reporting their experience to the committee collected \$3,473,383 in Kentucky in the last five years on farm dwellings and had a loss ratio on the class of 55.8 per cent. The farm companies reporting, not including those of the largest companies, which were submitted separately, had a premium income of \$264,874 and a loss ratio of 57.2 per cent. As the expense ratio in Kentucky is 40 per cent, this shows only a small margin of profit, and that on the classes which have been selected by the state board as the most profitable.

In spite of this the state board proposes a reduction of 32 per cent on the two classes involved, amounting to about 20 per cent on the farm property and to over 35 per cent on dwellings. No immediate decision is expected from the state board.

Under the law the companies were compelled to make this protest and receive a decision from the board before they could begin proceedings in court to decide the justice and adequacy of the rates ordered by the board, as is provided by the statute.

Insurance Notes.
Insurance Commissioner McMasters of South Carolina, in his annual report, recommends a state system of life insurance similar to that now in force in Wisconsin.

One of the fire companies doing business in Tennessee antagonized by insurance department has filed a bill in chancery asking a restraining order against the department examining the company's affairs and charging the department officials with extortion.

The fire prevention bureau of New York City's fire department is preserving a vigorous campaign against theaters improperly equipped. It is said the campaign will result in closing 35 per cent of the old theaters. Daily's theaters were closed, near close of New Year. Four others are marked for early darkness.

The Ohio State Liability Board of Awards, which administers the state industrial insurance fund, has made its first report to the governor. It attacks the regular insurance companies and proposes a number of amendments to the insurance laws of every liability insurance company out of business, while another would compel employees to come into the state insurance fund.

E. S. Heyman, agent for the New York Life, who died in Chicago, Christmas week, was one of the largest producers of the company. He had been with the company nearly twenty years, and in that time had written nearly \$10,000,000 of life insurance, his production for the last five years running between \$2,000,000 and \$3,000,000 a year. Mr. Heyman carried \$175,000 of life insurance, of which nearly \$150,000 was in the New York Life.

The reason why farm hands were not included with other employees in the workmen's compensation bill recently drafted by the state commission is thus explained by one of the members: "Both farmers and farm hands objected strongly to their inclusion in the bill. Had we included them it is certain the farmers would have opposed the measure and probably have secured its defeat. Their influence with the country members of the legislature is paramount."

The fire insurance companies writing mail insurance are preparing to compete activity with the government in the insurance of articles sent by the parcels post. Their rates are lower than those charged by the government and insurance can be effected without taking the article to the postoffice, as is required by the federal regulations. The government makes a flat charge of 10 cents to insure a valuable package against loss in an amount equivalent to its actual value, but not exceeding \$50. The insurance companies make a sliding scale, charging from 2 1/2 cents for \$5 of value to 10 cents for \$50.

LIFE INSURANCE IS GROWING

Attitude of Average Man Towards it Has Improved with Time.

IS HIGH CLASS OCCUPATION

Men Who Sell it Are Said to Be on a Higher Plane of Work Than Any Other Class of Salesmen.

"The man who thinks that no progress is being made in the conduct of the life insurance business is greatly mistaken," said an administrative officer of a big Nebraska company.

"It is no less true that the public mind has undergone a radical change in its attitude toward life insurance. Very little argument is ever needed to convince men of the prime necessity of buying protection for the family, and nearly every man is ready to concede that. Yet it is sometimes difficult to get the consent of a man to forego expensive pleasures, if he must do so, in order to purchase a life policy.

"In these days the insurance solicitor finds it necessary to convince the prospect of the desirable terms of the contract which the policy carries and of the financial strength of the company he represents. That done, it is only a question of the condition of the prospect's purse, or whether he is willing to make some personal sacrifice in order to safeguard his family.

"It is no less true that the plane of the insurance salesman has been raised materially in recent years. The business is no longer the resort of men who have failed in other pursuits. On the contrary, an insurance salesman must be a man of education and business training. Home office and general agency officials are constantly recruiting their forces from the ranks of capable salesmen in other lines, and schools of salesmanship are conducted in the head offices and general agencies, while the field men are called in at regular intervals to relate their experiences and to compare notes with the others. The business of selling life insurance has reached the dignity of a profession. Those who attain positions at the head of the local fraternity not only enjoy a good income, but they also hold social positions upon a par with men in other walks who possess the same degree of ability.

"In a peculiar sense salesmanship in life insurance is of a higher order than is salesmanship of merchandise or other property. The life insurance man cannot sell a bill of goods and, therefore, cannot promise an immediate profit upon a given purchase. He cannot appeal to the cupidities of the purchaser, but must appeal to the intellect and heart. He is selling futures. No profit is possible short of the first annual dividend and the purchaser must wait a period of years in order to derive the largest benefit. The salesman must in the end rely upon the argument that the policy he sells is convertible into cash immediately upon the demise of the holder of the policy, and that such cash may be used to enhance the value of an estate or to protect the family from penury. Thus it will be seen that the office of the insurance salesman transcends in importance the plane of property salesmanship, than which it is even more dignified, and it is meeting a growing demand of society to a degree not realized by those who have given the subject no thought."

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

Certificate of Publication.
State of Nebraska,
Office of
Auditor of Public Accounts.

LINCOLN, August 12, 1912.

It is hereby Certified, that the Indemnity Mutual Marine Assurance Company, Limited, of London, in the Kingdom of Great Britain, has complied with the Insurance law of this State, applicable to such Companies and is therefore authorized to transact the business of Marine and Inland Insurance in the State for the current year ending January 31st, 1913.

Witness my hand and the seal of the Auditor of Public Accounts, the day and year first above written.

SILAS R. BARTON,
Auditor of Public Accounts.
(SEAL) C. E. PIERCE,
Deputy.

Agents wanting a liberal automobile company writing automobile insurance, address

LOVE-HASKELL CO.,
STATE AGENTS.

HOME OFFICE, LINCOLN, NEBRASKA.

Mid-West Life Insurance Co.

THIS SPACE RESERVED FOR

A. J. LOVE, President. FRANK J. HASKELL, Secretary.

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EVERY KNOWN KIND OF INSURANCE
PATRONIZE HOME INSTITUTIONS
The State Insurance Company of Nebraska
Capital, \$200,000
WM. E. ARMSTRONG, Secretary.

A. J. LOVE, President. A. J. LOVE, General Manager.

The German Fire Insurance Co. of Nebraska



Silas R. Barton, Auditor. C. E. Pierce, Deputy.

STATE OF NEBRASKA
INSURANCE DEPARTMENT
AUDITOR'S OFFICE
Lincoln, Nebraska.

National Fidelity & Casualty Co., Omaha, Neb.

Gentlemen:—
I beg to advise that I have just completed an audit of the books of your Company, and find that this report of examination shows an increase of business for the first six months of 1912 over the corresponding period in the previous year.

We are pleased to know that all requirements under the law have been complied with, and we bespeak for yours and all other Nebraska companies a successful future.

Very respectfully,
SILAS R. BARTON,
Auditor.

J. H. Mithen Co.
INC.
921-4 CITY NAT'L BANK BLDG.

Surety Bonds
Employers Liability
Automobile Liability
Burglary
Plate Glass

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Established 1891.
509-10 First National GENERAL INSURANCE Telephone Doug. 271.

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RELIABLE INSURANCE OF ALL KINDS
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MARTIN BROS. & CO.
GENERAL INSURANCE
BARKER BLK. TEL. DOUG. 735

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See Me—I adjust losses.
Nat Meister
GENERAL INSURANCE
1313-14 CITY NATIONAL BANK BUILDING. D. 1703.

Protect You Time-- Your Earning Power

Our Accident and Health Policies Cannot Be Met in Competition. See Them Before You Buy.

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W. O. W. Bldg. Phone Douglas 678, Accident Dept.

Beaman Insurance Agency
ALL KINDS OF INSURANCE.
D. 3959 W. O. W. BLDG.

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It is MONEY in your pocket to place insurance with the agency that looks after Your interests when you meet with a loss.
We do this—and have for twenty years. Our policies are best—let us convince you. A telephone call will bring a representative.

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